

1 of 4

Rep Firm () PHILADELPHIA
Sales Office ()
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

JOE HECK D3 SC=*

REV TO SHOW MGKD
ATTN LINES 6 & 20
PLEASE CNF
THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU	6A-7A	NEWS	:30	\$700.00	09/03-09/04	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	2	F	6A-7A	NEWS	:30	\$450.00	09/07-09/07	1	1	1	\$450.00	
		Buyline Comment: NEWS										
	3	M,W-F	6A-7A	NEWS	:30	\$450.00	09/10-09/14	4	1	4	\$1,800.00	
		Buyline Comment: NEWS										
	4	TH-F	7A-9A	NEWS	:30	\$550.00	09/06-09/07	2	1	2	\$1,100.00	
		Buyline Comment: TODAY SHOW										
	5	M,W-F	7A-9A	NEWS	:30	\$550.00	09/10-09/14	4	1	4	\$2,200.00	
		Buyline Comment: TODAY SHOW										
	*6	M,W	5P-530P	NEWS	:30	\$1,000.00	09/03-09/05	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
		[MADE-GOOD BY LINE(S) 20]										
		V3 Effective Dates Changed										

Rep Order# 6848583 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 106114

Printed: 08/31/2012 11:32 AM
Last Received: 08/30/2012 6:14 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2643
Buyer KEGAN BERAN
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2643
Flight Dates 09/03/2012 - 09/16/2012
Hiatus Weeks

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	*20	W	830P-930P	NEWS	:30	\$1,000.00	09/05-09/05	1	1	1	\$1,000.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 MOVE TP AFTER GAME								
				[MRGD FOR SPOTS MISSED ON LN #6: 9/05(1/WK)]								
				V3 Added								

7 TH-F 5P-630P :30 \$725.00 09/06-09/07 2 1 2 \$1,450.00
Buyline Comment: NEWS

8 M,W-F 5P-630P :30 \$725.00 09/10-09/14 4 1 4 \$2,900.00
Buyline Comment: NEWS

9 F 7P-730P :30 \$725.00 09/07-09/07 1 1 1 \$725.00
Buyline Comment: WHEEL

10 M,W,F 7P-730P :30 \$725.00 09/10-09/14 3 1 3 \$2,175.00
Buyline Comment: WHEEL

11 M,W 730P-8P :30 \$800.00 09/03-09/05 2 1 2 \$1,600.00
Buyline Comment: FACE TO FACE

12 TH-F 730P-8P :30 \$400.00 09/06-09/07 2 1 2 \$800.00
Buyline Comment: FACE TO FACE

13 M,W-F 730P-8P :30 \$400.00 09/10-09/14 4 1 4 \$1,600.00
Buyline Comment: FACE TO FACE

14 F 11P-1135P :30 \$750.00 09/07-09/07 1 1 1 \$750.00
Buyline Comment: NEWS

15 M,W-F 11P-1135P :30 \$750.00 09/10-09/14 4 1 4 \$3,000.00
Buyline Comment: NEWS

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	16	SA	7A-9A	SAV TODAY	:30	\$225.00	09/08-09/15	1	2	2	\$450.00	
	Buyline Comment: SAV TODAY											
	17	SU	7A-8A	SUN TODAY	:30	\$200.00	09/09-09/16	1	2	2	\$400.00	
	Buyline Comment: SUN TODAY											
	18	SA	5P-630P	NEWS	:30	\$225.00	09/08-09/15	1	2	2	\$450.00	
	Buyline Comment: NEWS											
	19	SA-SU	11P-1135P	NEWS	:30	\$750.00	09/08-09/16	2	2	4	\$3,000.00	
	Buyline Comment: NEWS											

---REPORT TOTALS---

Report Totals: 48 / \$28,250.00

---SALES MONTHLY TOTALS---

Sep 12: 48 / \$28,250.00

Sales Totals: 48 / \$28,250.00

Station Totals: 48 / \$28,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$94,167

CAIV	0%	KBLR	0%	KINC	0%	KLAS	33%	KSNV	30%
KTNV	31%	KTUD	1%	KVCW	1%	KVMY	2%	KVVU	2%
XXXX	0%								

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE